

**Listing of Claims:**

1-52. (Cancelled)

53. (Currently Amended) A content distribution control system comprising

a network;

a mobile terminal configured to receive a datagram through the network, the datagram comprising a header portion and a payload portion including data content; and

a content creation tool configured to determine a level of protection from a plurality of levels of protection for data content, the level of protection indicating which of a plurality of individual user selectable operations are permitted for the data content by user selection at the mobile terminal, the content creation tool being further configured to include indicia data in the datagram to be supplied through the network to the mobile terminal, the indicia data ~~representing~~ indicating the determined level of protection for the data content,

the mobile terminal further comprising a processor configured to ~~determine~~ compare, for each possible level of protection indicated by the indicia data, the indicia data in the received datagram to a set of conditions representing a set of allowable and prohibited operations in relation to the data content, and to control individual user selectable operations for the data content at a user the mobile terminal according to the level of protection indicated by the indicia data based on said comparison.

54. (Previously Presented) A system as claimed in claim 53 comprising a communications link providing said content creation tool with access to the network.

55. (Currently Amended) An apparatus comprising:

a memory for storing a received datagram, wherein the datagram comprises data content and indicia data, wherein the indicia data ~~represents~~ indicates a level of protection from a plurality of levels of protection for the data content;

a processor configured to ~~determine~~ compare, for each possible level of protection indicated by the indicia data, the indicia data in the received datagram to a set of conditions representing a set of allowable and prohibited operations in relation to the data content, representative of a level of protection from a plurality of levels of protection for the data content, each level of protection indicating which of a plurality of individual user selectable operations are permitted for the data content by user selection at the apparatus, and

a user interface, wherein the processor ~~being~~ is further configured to control individual user selectable operations for the data content at the user interface according to the level of protection indicated by the indicia data based on said comparison.

56. (Previously Presented) An apparatus as in claim 55, wherein the indicia data comprises a value indicative of a control or copyright class.

57. (Previously Presented) An apparatus as in claim 55, wherein the indicia data is encrypted.

58. (Previously Presented) An apparatus as in claim 55, wherein the apparatus is a mobile telephone handset.

59. (Previously Presented) An apparatus as in claim 55, wherein the datagram being received in the form of a short message.

60. (Previously Presented) An apparatus as in claim 55, wherein the data content comprises a ringtone.

61. (Previously Presented) An apparatus as in claim 55, wherein selectable operations for the data content comprise at least one of viewing, storing, deleting and forwarding the data content.

62. (Previously Presented) An apparatus as in claim 55, wherein said apparatus comprises a volatile memory and a non-volatile memory and said user selectable operations for the data

content comprise transferring the data content from said volatile memory to said non-volatile memory.

63. (Currently Amended) A method comprising:

~~determining by a level of protection~~, from a plurality of levels of protection, a level of protection for data content, the level of protection indicating which of a plurality of individual user selectable operations are permitted for the data content by user selection at a terminal;

~~transmitting including indicia data in a datagram to be supplied through a network to the terminal, the datagram comprising indicia data, a header portion, and a payload portion comprising data content, wherein the indicia data indicates the level of protection and wherein the indicia data is configured to be compared by the terminal to a set of conditions representing a set of allowable and prohibited operations in relation to the data content for each possible level of protection indicated by the indicia data;~~

~~transmitting the datagram to the terminal.~~

64. (Currently Amended) A method comprising:

receiving, at a terminal, a datagram comprising a header portion and a payload portion comprising data content ~~through a network at a mobile terminal;~~

~~determining~~comparing, ~~by at~~ the terminal, indicia data in the received datagram to a set of conditions representing a set of allowable and prohibited operations in relation to the data content for each possible level of protection indicated by the indicia data, wherein the representative of a level of protection is configured to be selected from a plurality of levels of protection for the data content, each level of protection indicating which of a plurality of individual user selectable operations are permitted for the data content by user selection at the terminal; and

controlling, at a user interface of the terminal, individual user selectable operations for the data content in accordance to the level of protection ~~represented~~indicated by the indicia data based on said comparison.

65. (Currently Amended) A method as in claim 64, wherein said user selectable operations ~~comprises~~ comprise transferring the data content from a volatile memory of said terminal to a non-volatile memory of said terminal.

66. (Previously Presented) A method as in claim 64, wherein the indicia data comprises a value indicative of a control or copyright class.

67. (Previously Presented) A method as in claim 64, wherein the indicia data is encrypted.

68. (Previously Presented) A method as in claim 64, wherein the datagram being received in the form of a short message.

69. (Previously Presented) A method as in claim 64, wherein the data content comprises a ringtone.

70. (Previously Presented) A method as in claim 64, wherein selectable operations for the data content comprise one or more of viewing, storing, deleting and forwarding the data content.